

8 adapted to receive an advertisement ~~from~~ said server, said advertising software adapted to include said advertisement in said first set of information presented to the user in said first region of said display device, and said advertising software adapted to function ~~substantially~~ independently of said browser on said client computer.

13. (Twice Amended) A system for providing to a user advertising on a hypertext network, comprising:

- a. a server storing advertisements, said server connected to the network;
- b. a client computer having a display device, a browser and advertising software, said advertising software operating ~~substantially~~ independently of said browser, said client computer connected to the network, said advertising software adapted to receive and display said advertisements in sequence from said server, and said advertising software presented on a region of the display device to the user an advertising area comprising:
  - i. a control area having a pause button, a step back button, and a step forward button by which the presentation of advertisements to the user is controlled by a user;
  - ii. a display area where advertisements are displayed in sequence to the user; and
  - iii. a transaction area having a secure purchase button for effectuating a secure purchase transaction at the user's request.

22. (Twice Amended) A method for providing advertising to a user on a hypertext network, comprising the steps of:

- a. loading advertising software from a server on a client computer with a browser at a user's request, said software dividing the client computer screen into a browser area and an advertising area;
- b. streaming a sequence of advertisements from said server to said client computer at the request of said client computer; and
- c. displaying said advertisements to the user in said advertising area while maintaining functionality of the browser in the browser area.

41. A method of effectuating a secure purchase transaction on a hypertext network, comprising the steps of:

- a. loading advertising software from a server on a client computer with a browser at a user's request, said software dividing the client computer screen into a browser area and an advertising area;
- b. streaming a sequence of advertisements from said server to said client computer at the request of said client computer;
- c. displaying said advertisements to the user in said advertising area while maintaining functionality of the browser in the browser area;
- d. accepting a secure purchase request from a user for <sup>an</sup> item offered in a presently displayed advertisement;
- e. accepting a confidential authentication password from the user; and
- f. forwarding preregistered purchaser information to <sup>a</sup> sponsor of said presently displayed advertisement if the confidential authentication password provided by the user matches a confidential authentication password stored on said server, and generating an error message if said password provided by the user does not match said password stored on said server.

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48. (Three Times Amended) A client computer for presenting advertising to a user, comprising:

- a. a microprocessor;
- b. a memory that stores browser software adapted to be executed to retrieve and display a hypertext page from a site and advertising software adapted to retrieve and display an advertisement from an advertising server, said advertising software further adapted to be executed by said microprocessor to display a step forward button and a step back button to the user, such that when the step forward button is selected by the user, a next advertisement in a sequence of advertisements from the advertising server is displayed to the user independently from the page that is displayed to the user by the browser, and when the step back button is selected by the user, a previous advertisement in the sequence of advertisement from the advertising server is displayed to the user independently from the page that is displayed to the user by the browser; and
- c. a display device on which to display the hypertext page and the advertisement to the user.